

EXHIBIT E



PREVENTION MAGAZINE

1,790,111	Active U.S. Subscribers	\$105.00/M
107,174	Dec'13 H/L Subs	+\$ 17.00/M
344,658	3M H/L Subs	+\$ 12.00/M
744,853	6M H/L Subs	+\$ 6.00/M
53,084	3M COAs	+\$ 16.00/M
310,366	3M Paid Subs	+\$ 22.00/M
176,596	3M DTP Subs	+\$ 23.00/M
224,695	3M Renewals	+\$ 28.00/M
468,940	6M Expires	\$ 50.00/M
57,199	Active Canadian Subs	\$115.00/M
17,893	12M Canadian Expires	\$ 60.00/M
	Fundraising Rate	\$ 75.00/M
	Non-Affinity Catalog Rate	\$ 80.00/M
	Insurance Rate	\$ 75.00/M

For over 60 years Prevention, published by Rodale, Inc., has delivered the kind of authoritative information, breaking news, and energizing lifestyle advice that readers can use today for a happier, healthier, stronger life tomorrow and beyond. As the #1 healthy lifestyle magazine brand in the U.S., Prevention continually helps readers to discover health, beauty, fitness, and nutrition advice that keep them more inspired and more confident than ever.

*****	Fast Facts	*****
Median Age.....	56	
Median Household Income.....	\$59,800	
Married.....	65%	
Homeowners.....	81%	
Attended/Graduated College.....	64%	
A & B Nielson Counties.....	60%	
*****		*****

Additional health related enhancements available through the Rodale masterfile:
Aerobic/Cardio
Diet/Weight Loss
Health/Beauty Merchandise Buyers
Running/Jogging
Self-Improvement Interest
Walking

Inquire for information about the Rodale Health Book Buyers file.

- USAGE:**
23andMe.com
AAA Arizona
AAA South
American Cancer Society
American Diabetes Assn
Baltimore Magazine
Boardroom
California State Automobile Assoc
Calvary Hospital
Canadian Cancer Society
Canadian Custom Missions

LAST UPDATE: January 10, 2014	
GENDER: 17% Male/81% Female	
MINIMUM ORDER: 5,000	
SOURCE: Direct Mail	
MEDIA: E-Mail	@ \$50.00/F
FTP	@ \$50.00/F
UNIT OF SALE: \$27.00 Average 12 Issues Annually	
UPDATE FREQUENCY: Monthly	
SELECTION:	
Monthly H/L	@ \$17.00/M
3 Mos H/L	@ \$12.00/M
6 Mos H/L	@ \$ 6.00/M
COAs	@ \$16.00/M
Renewals	@ \$16.00/M
New To File	@ \$16.00/M
Gift Givers	@ \$16.00/M
Source	@ \$11.00/M
Paid	@ \$10.00/M
Adult Age	@ \$11.00/M
Presence/Child	@ \$11.00/M
Income	@ \$11.00/M
Lifestyle	@ \$16.00/M
Dwell Type	@ \$16.00/M
Ethnicity	@ \$16.00/M
Religion	@ \$16.00/M
Donors	@ \$16.00/M
Gender	@ \$ 6.00/M
Nielsen Cnty	@ \$ 9.00/M
State	@ \$ 9.00/M
SCF	@ \$ 9.00/M
Zip	@ \$ 9.00/M
Zip Set Up	@ \$75.00/F
FSA	@ \$ 9.00/M
FSA Set Up	@ \$75.00/F
Province	@ \$ 9.00/M
F/R Sel. Cap	@ \$12.00/M
Cat Sel. Cap	@ \$12.00/M

Canadian Living
Chatelaine
Children's Miracle Network
City of Hope
Colonial Penn
Consumers Union
Democratic Congressional Campaign
Diabetic Living Magazine
Dr. Leonard's Health Products
Elmhurst College
Everyday With Rachael Ray
Frank Cawood & Associates
Good Housekeeping Magazine
Good Times
Harriet Carter Gifts
Harvard Health Letter
Harvard Men's Health Watch
Harvard Women's Health Watch
Leukemia & Lymphoma Society
Life Extension Foundation
Maclean's
Meals On Wheels CO-OP
Missions Group
More Magazine
Multiple Sclerosis Society
National Breast Cancer Research
National Mail Marketing
Nutrition Action Healthletter
O, The Oprah Magazine
Omaha Steaks International
People Weekly
Rescue Missions
Salvation Army
Self Magazine
Smile Train
St. Jude Children's Hospital
Texas Children Hospital
Tufts University
Weight Watchers Magazine
Woman's Day

Survey @ \$ 6.00/M
3rd Party Blow In @ \$15.00/M

NET NAME POLICY:

85% and \$10.00/M RunCharge
50,000 Minimum

SAMPLE MAILING PIECE:

Submit one mailing piece

DELIVERY:

3-5 Business Days

NextMark ID: 314384

RELATED LGM LISTS:

[FRANK CAWOOD & ASSOCIATES HEALTH BOOK BUYERS](#)
[PURITY PRODUCTS HEALTH BUYERS](#)
[FRANK CAWOOD & ASSOCIATES ENHANCED MASTERFILE](#)
[PURITY PRODUCTS HEALTH BUYERS - ENHANCED](#)
[HEALTH SCREENING BUYERS](#)
[LIFTBASE CONSUMER MASTERFILE](#)
[HEALTH SCREENING BUYERS - ENHANCED](#)
[FRANK CAWOOD & ASSOCIATES HEALTH & BEAUTY PRODUCT BYRS](#)

FOR LIST RECOMMENDATIONS, CONTACT:

Sheryl Benjamin; sheryl.benjamin@lakegroupmedia.com

TO PLACE AN ORDER, CONTACT:

Nancy Arbuco; nancy.arbuco@lakegroupmedia.com



Lake Group Media, Inc.

1 Byram Brook Place • Armonk, NY 10504 • 914-925-2400